

years. For many years we had a system where quality certificates were bought for money, but not passed the appropriate quality control. But all this changed one historically important moment for Ukraine of the Association Agreement with the EU. Domestic producers will be forced to apply the tools and methods of promotion on the market, the main focus of which is the positioning on the quality and safety of products.

In this context, special attention should be paid to the ECOCERT standard, the strictest and most prestigious standard among manufacturers in the world. Today with the help of this standard farmers are promoting their products in more than 80 countries.

ECOCERT was formed as a result of division of the Ministry of agriculture of France on 2 organization: L A. C. A. B (Advisory function) and Ecocert (functions of monitoring and certification). The ECOCERT certificate is a comprehensive and thorough monitoring of all stages of production, including: ecological purity of the land, on which is grown a special raw materials, technology of its processing, all stages of food production and its composition, packaging, labeling, storage and transportation.

ECOCERT is used for promotion on the market of food products, as well as cosmetics, detergents, perfumes and textiles. ECOCERT is the leading element of the practice of fair trade. A special role has this tool for brand promotion of environmental and natural products.

Nozdrachova P.
Pilova K., research supervisor
National Mining University.

HOW TO USE INSTAGRAM FOR SALE

Internet business has become very popular in recent years. One of the most popular ways to sell the goods – to sell this products on social networks. Instagram is the new social network and it can be used for a lot of things – sharing lunch with friends, showing off latest outfit, or showcasing the awesome scenery of latest adventures. But Instagram can also be a great tool for marketing and growing some kinds of business.

When most people think about starting an ecommerce business, they have a vision of selling some amazing product that will enable them the freedom to work on something they truly enjoy. But despite early enthusiasm, sometimes they end up not taking action.

So what happens?

- A. They don't have any idea of what to sell
- B. Worrying about failing prevents them from starting

- c. They have an idea but are not sure what to do next

Instagram is very easy to use and any idea can be implemented very simply. Brands of all sizes are becoming keenly aware of the large marketing opportunity with Instagram's massive audience. With Instagram, marketers have access to a huge audience of 100 million active users snapping over 40 million photos per day and posting 1000 comments per second. Instagram is more than a place for selfies and cat pictures. Consumers are photographing and discussing brands every day:

1. #Starbucks – 2.6 million photos;
2. #Nike – 12.7 million photos;
3. #Michaelkors – 1 million photos;
4. #Chanel – 2.4 million photos;
5. #Audi – 1 million photos.

So how to tap into Instagram's massive audience to increase E-commerce sales?

1. Encourage fan participation – launch a campaign or contest

Let's say that are a clothing brand and marketer planning an online end of summer sale. He could launch an Instagram contest around a theme of "Capture your favorite summer moments in XYZ for a chance to win a \$100 online shopping spree." Great! It's pretty straightforward, and marketer can expect to get some content to leverage.

2. Choose an appropriate campaign hashtag

Since sellers will be aggregating content through a hashtag, make it easy for consumers to share photos with some brand by choosing a hashtag that balances uniqueness with simplicity. Also, sellers will definitely want to avoid blending too many words into one hashtag. Instead, focus on making it memorable and brandable.

3. Choose a theme

Sellers get his fans to focus on his brand by giving them a specific theme to capture (that includes products). If the theme is too broad, sellers will end up with a lot of mish-mash and unrelated photos. If the theme is too narrow, it will discourage people from participating because it will be too difficult to snap an appropriate photo. Keep it simple and think of ways fans can easily capture photos of themselves, relatives, and/or friends using your products in fun ways.

4. Display your gallery

Depending on objectives, hosting a microsite for entries or display them in a Facebook page tab. whatever content aggregation tool or service that uses gives the ability to moderate photos. The last thing that needs to do is pull hashtagged photos straight from Instagram's API without moderation.

5. Link photos to product pages

Identify products in fan photos and link them directly to ecommerce pages from microsite or Facebook page tab gallery so consumers can go directly to store to complete the purchase.

6. Put customer photos on e-commerce site

Normally, when consumers visit a product page, they are immediately shown professionally produced photographs of products, and, in the case of fashion, often on models that don't look anything like them. What would happen if we could show real customers using your products on your product pages? Showing real customer photos on your ecommerce pages serves two purposes. First, seeing real people using your products helps build consumer confidence about your products. Second, it helps demonstrate social proof by showing your products are desired by others, precisely at a time when a customer may be feeling uncertain about making a purchase.

As an conclusion – Instagram is no longer a niche social platform. In fact, 68% of the Interbrand Top 100 brands are on Instagram. And as more jump on board, brands will be looking for new ways to tap into their audiences and harness the marketing potential of Instagram. Establishing a presence on Instagram is one thing, but tapping into user content to power your ecommerce sales is a whole other challenge.

Orlova A.
Palekhova L., research supervisor
National Mining University

THE DYNAMICS OF MARKET UNREFINED SUNFLOWER OIL IN DNIPROPETROVSK REGION

Oilseeds Ukraine - one of the few sectors of agriculture, which, even in the face of the global financial crisis is developing rapidly and has a strong export potential. This is mostly due to the following factors: the global shift in the structure of nutrition in oil and fats of vegetable origin; more affordable price compared with animal fats; dynamic growth sector of biodiesel and more.

Statistical sources show that the production of sunflower oil in Ukraine is about 3 million t; of which only 80 - 90 thousand. t goes to industrial use. A description of the market for raw sunflower oil showed that the market is dynamic and in 2014 reached 3,650 thousand t.; but growth rates vary greatly (see table 1).

Table 1

The dynamics of the market of crude sunflower oil in Ukraine

index	2007	2008	2009	2010	2011	2012	2013	2014
Sold crude sunflower oil, thousand tons	1381	2078	2226	1863	2772	2990	3177	3650
growth rate, %	-	50,4	7,1	16,3	48,8	7,9	6,3	14,9

Share packed crude oil in 2014 reached about 2190 thousand t., or 60 % of the total production of crude oil.

Analysis of the producers of crude oil packaged proved that mostly domestic products.